

Credit Card Transaction Report

Revenue

57M

Total Interest

8M

Trans Amount

46M

Trans Count

667K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	47188612	37840749	6614173
Silver	5659109	4647596	821923
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Total	56517011	45533021	7982480

Q4

Q3

Q2

Q1

Week Start Date

All



F

M

Gold

Silver

Blue

Platinum

Low

Med

High

Revenue by Chip Type

Swipe

36M

Chip

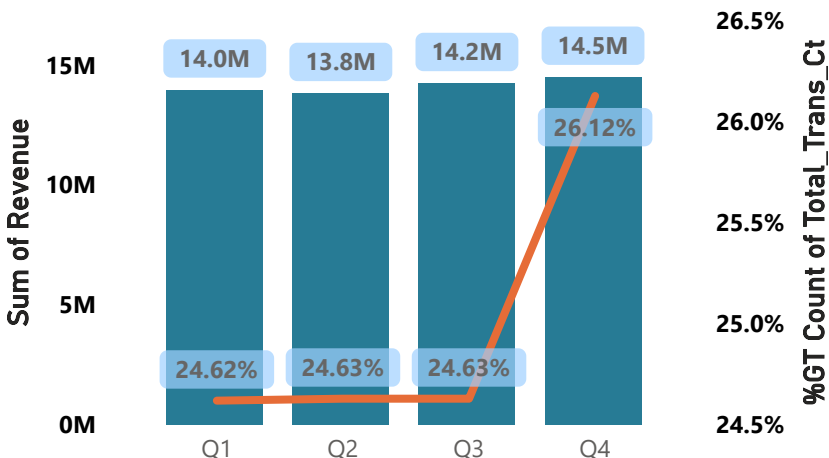
17M

Online

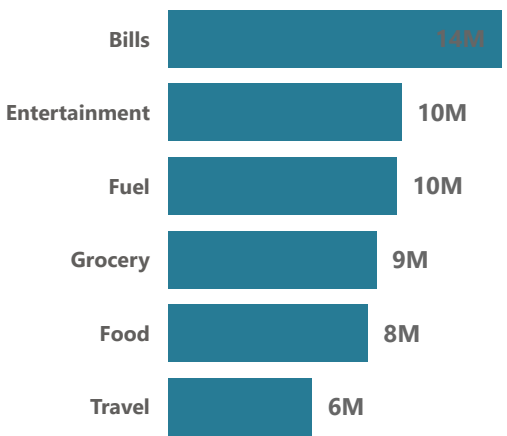
4M

QTR Revenue and Total Trans Count

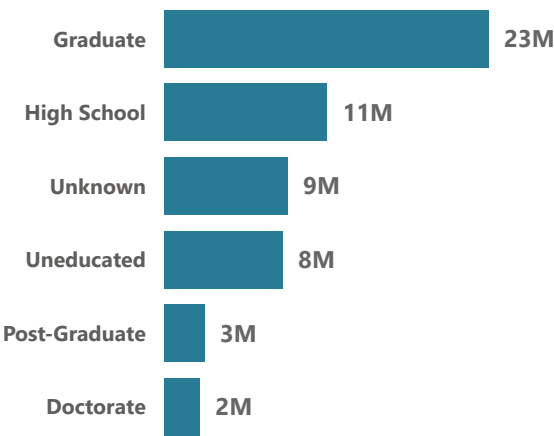
Sum of Revenue %GT Count of Total_Trans_Ct



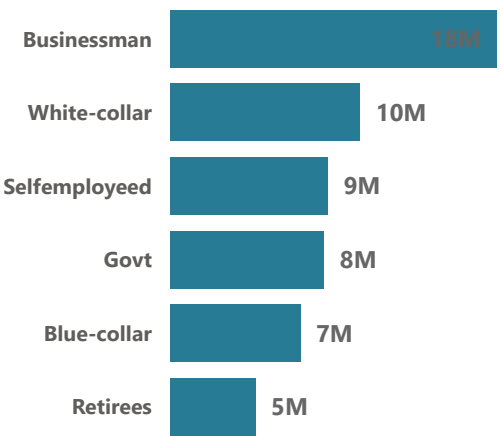
Revenue by Expenditure Type



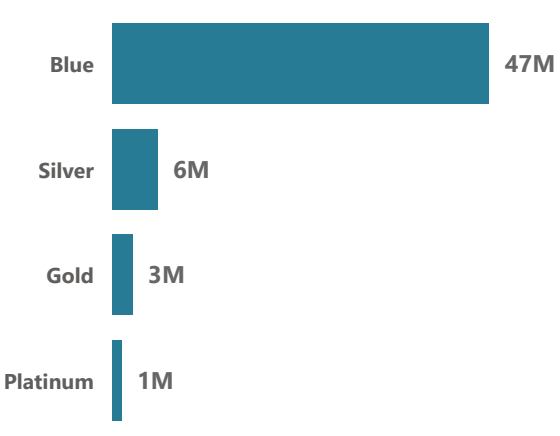
Revenue by Education type



Revenue by Customer Job



Revenue by Card Category



Credit Card Customer Report

Revenue

57M

Total Interest

8M

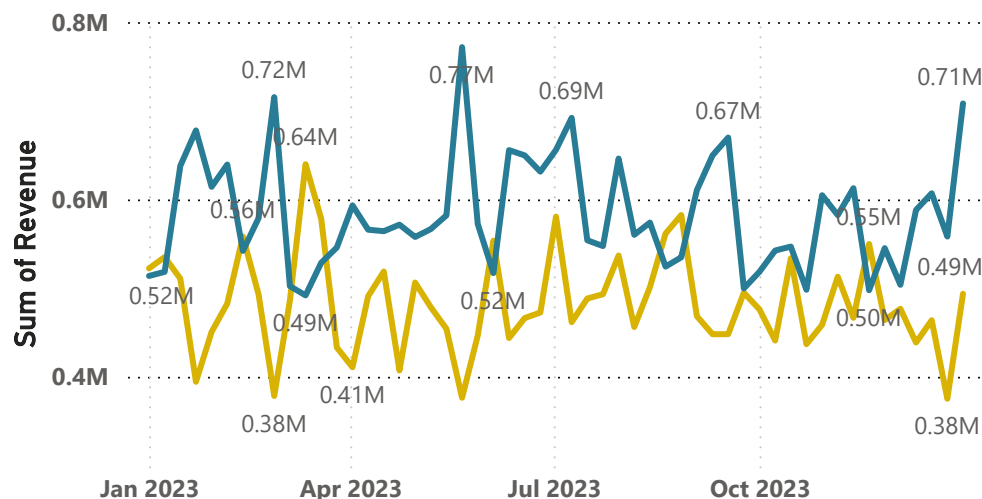
Income

588M

CS Score

3.19

Revenue By Week



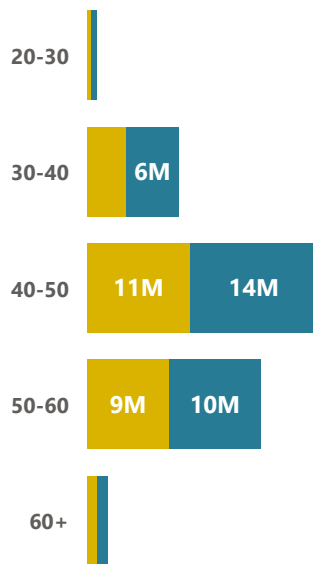
Q4

Q3

Q2

Q1

Revenue by Age Group



Week Start Date

All



Gold

Silver

Blue

Platinum

Swipe

Online

Chip

M

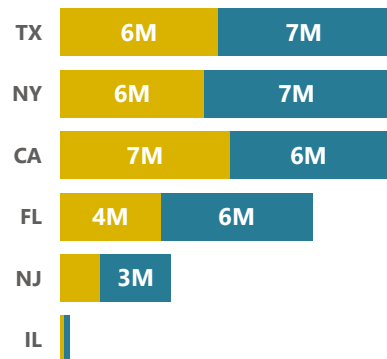
31M

F

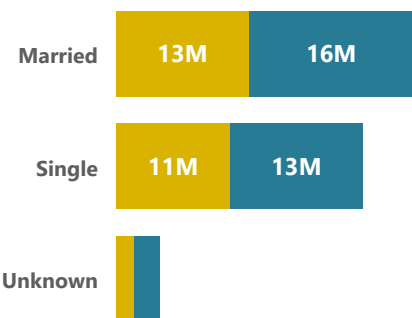
26M

Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
Businessman	17697472	190350431	2584604
White-collar	10283124	105618475	1464691
Selfemployeed	8542826	77659931	1141510
Govt	8335534	90834727	1182231
Blue-collar	7040606	73516911	967751
Retirees	4617448	49619308	641692
Total	56517011	587599783	7982480

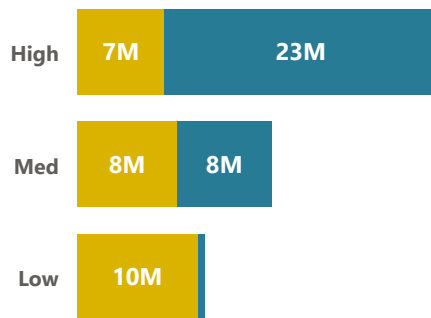
Top 5 States revenue



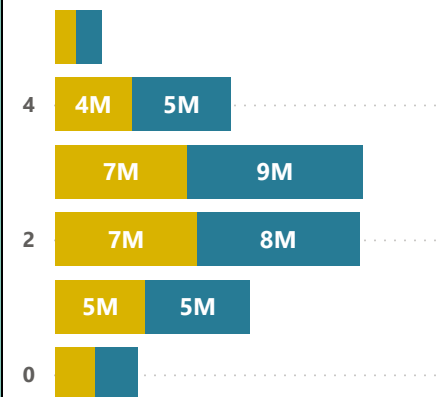
Revenue by Martial Status



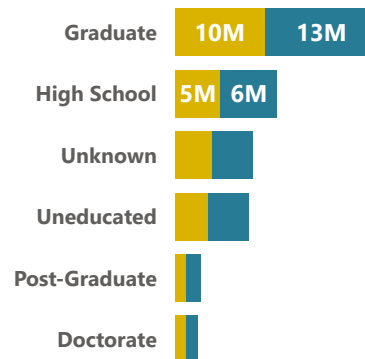
Revenue by Income Group



Revenue by Dependency



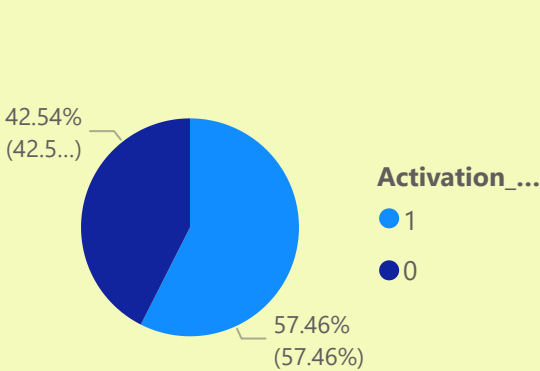
Revenue by Education Level



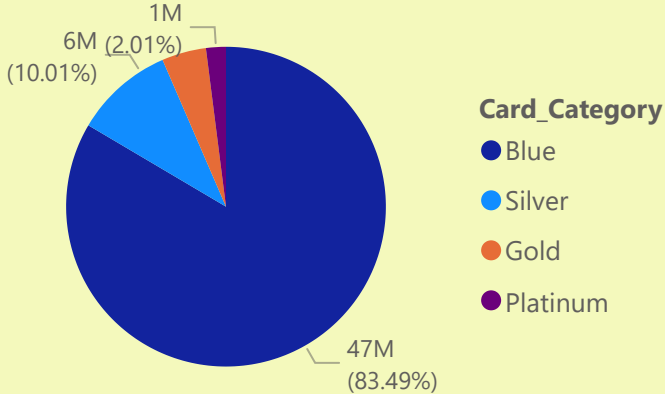
Revenue Comparison Week On Week

week_num2	Sum of Revenue	Previous_week_Revenue	Current_week_Revenue	WOW_Revenue
53	1201601	933134	1201601	28.8%
52	933134	1070439	933134	-12.8%
51	1070439	1026549	1070439	4.3%
50	1026549	980152	1026549	4.7%
49	980152	1008777	980152	-2.8%
48	1008777	1047120	1008777	-3.7%
47	1047120	1078915	1047120	-2.9%
46	1078915	1094927	1078915	-1.5%
45	1094927	1063063	1094927	3.0%
44	1063063	934631	1063063	13.7%
43	934631	1080205	934631	-13.5%

Customers with Card Activation within 30 Days



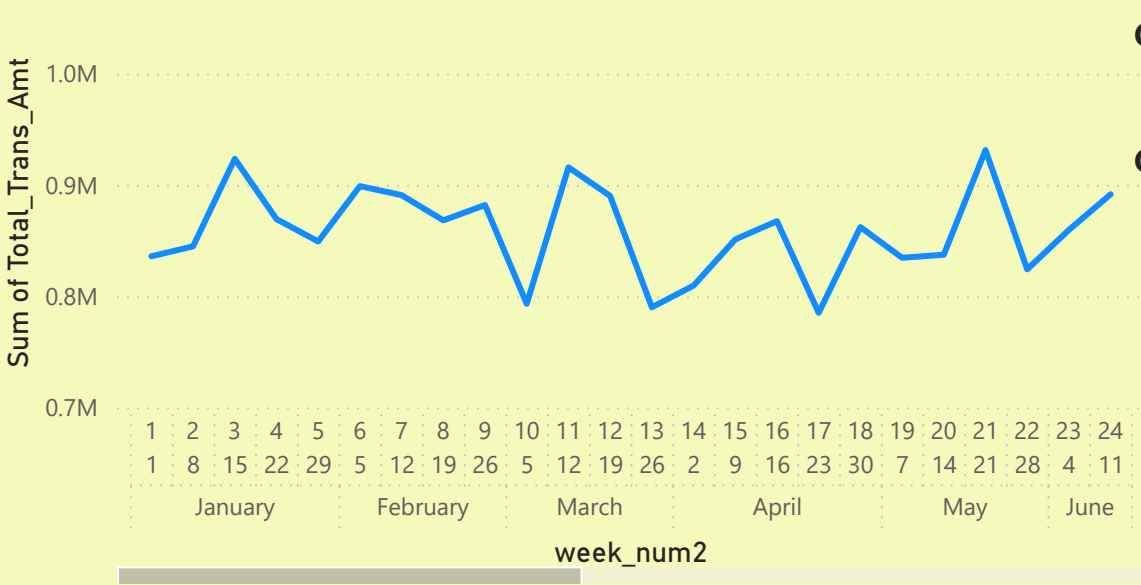
Sum of Revenue by Card_Category



% of customers failed to deposit the funds

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Transaction Amount Week On Week



Overview Insights of Week On Week Change:

- Revenue Increased by 28.8% and Customer count increased by approx. 26%.
- Total Transaction Amount and Count Increased by 74% and 26.12% as per stats

Overview Insights Of Year Transaction Data:

- Overall Revenue is 57 M.
- Total Interest is 8 M.
- Total Transaction Amount is 46 M.
- Revenue Generated by Male vs Female is 31M to 26M.
- Blue and Silver Credit Card contribute to about 93% of overall Transaction.
- TX(Texas), NY(New York) and CA(California) itself is contributing about 68% in terms of collective revenue.
- Overall Activation Rate is about 57.5%.
- Overall Delinquent rate is 6.06% with maximum self-employed followed by Govt. officials.